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From: JENS C. JENKINS

Comments: Please see attached.

Docket No.: 14531.46

Serial No.: 09/264,432

\*\*\*\*\*  
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**FILED VIA FACSIMILE****PATENT APPLICATION**  
**Docket No. 14531.46****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of

Philip Y. Goldman et al.

Serial No. 09/264,432

) Art Unit  
) 2614

Filed: March 8, 1999

Conf. No. 3073

For: SYSTEM AND METHOD OF INSERTING  
ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAY

Examiner: Scott E. Beliveau

Customer No. 022913

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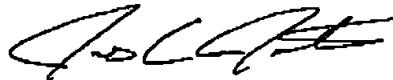
Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "F" (8 pages)
- Transmittal Letter (2 pages)

Dated this 1 of June 2004.

Respectfully submitted,



JENS C. JENKINS  
Registration No. 44,803  
Attorneys for Applicant

Customer No. 022913

RDN:JCJ:cm  
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PATENT APPLICATION  
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**OFFICIAL**

**In re application of**

Philip Y. Goldman et al.

Serial No. 09/264,432

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Filed: March 8, 1999

Art Unit JUN 01 2004  
2614

Confirmation No. 3073

1. *What is the relationship between the two main characters?*

For: **SYSTEM AND METHOD OF INSERTING  
ADVERTISEMENTS INTO AN  
INFORMATION RETRIEVAL SYSTEM  
DISPLAY**

1

Examiner: Scott E. Bcliveau

1

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

1

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

No additional fee is required.

The fee has been calculated as follows.

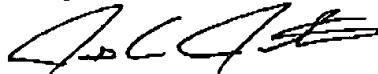
|  |  |                  | SMALL ENTITY |            | LARGE ENTITY |               |
|--|--|------------------|--------------|------------|--------------|---------------|
| CLAIMS<br>REMAINING<br>AFTER                             | HIGHEST<br>NO.<br>PREVIOUSLY<br>PAID FOR | PRESENT<br>EXTRA | RATE         | ADDT'L FEE | RATE         | ADDT'L<br>FEE |
| Total = 24   | 32                                       | = 0              | X            |            | X 18         | 0             |
| Independent = 4  | 5  | = 0              | x            |            | X 86         | 0             |
| 1 <sup>st</sup> PRESENTATION OF MULTIPLE DEPENDENT CLAIM |  |                  | +=           |            | +=           | 0             |
|  |  |                  |              | TOTAL      |              | TOTAL 0       |

The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

- Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
- Any patent application processing fees under 37 CFR 1.17.
- Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 1 day of June 2004.

Respectfully submitted,



RICK D. NYDEGGER  
Registration No. 28,651  
JENS C. JENKINS  
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PATENT APPLICATION  
Docket No. 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of

Philip Y. Goldman et al.

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For: SYSTEM AND METHOD OF INSERTING  
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) Art Unit 2614 JUN 01 2004

AMENDMENT "F"

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of March 1, 2004 (paper no. 25), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.